

KABEHO Designs Ltd



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**Sustainable Fashion.
Circular Impact.**



www.kabehodesigns.com

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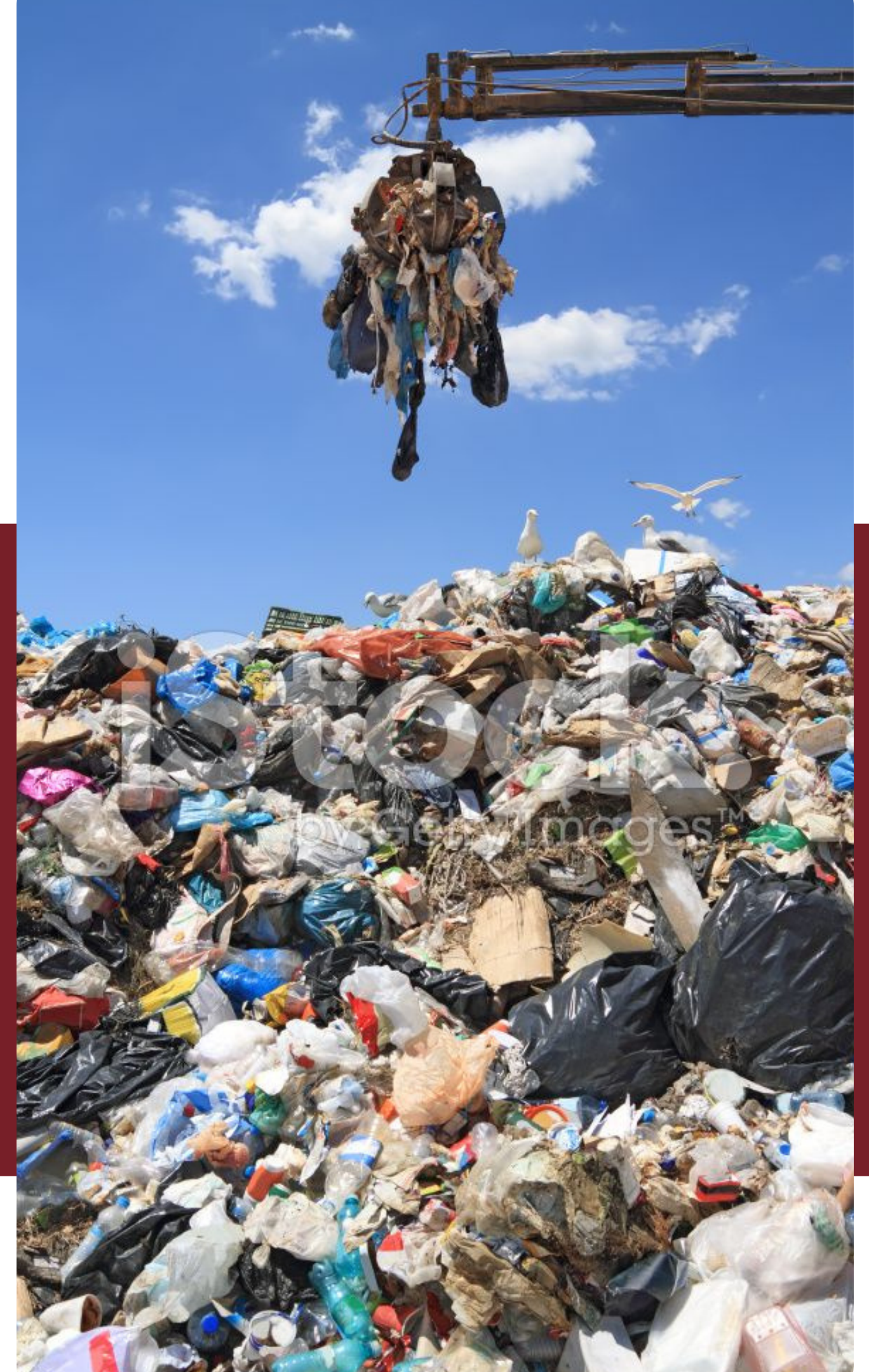
About the brand

KABEHO Designs Ltd is a Rwandan sustainable fashion and social enterprise that upcycles textile waste into eco-friendly, culture-inspired designs while empowering women and youth through training and job creation.



Problem

- 92 million tons of fashion waste are discarded annually.
- 10% of global carbon emissions
- Imported second-hand clothing dominates.
- Limited access to quality, eco-conscious fashion.



Our Solution

Kabeho Designs produces eco-friendly clothing and accessories made from recycled and organic fabrics. We fuse modern style with traditional African art to create original, sustainable fashion pieces.



So far, we've trained 100+ youth in tailoring, embroidery, and crochet, most of them young women, providing them with income and skills for life.



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Business Model

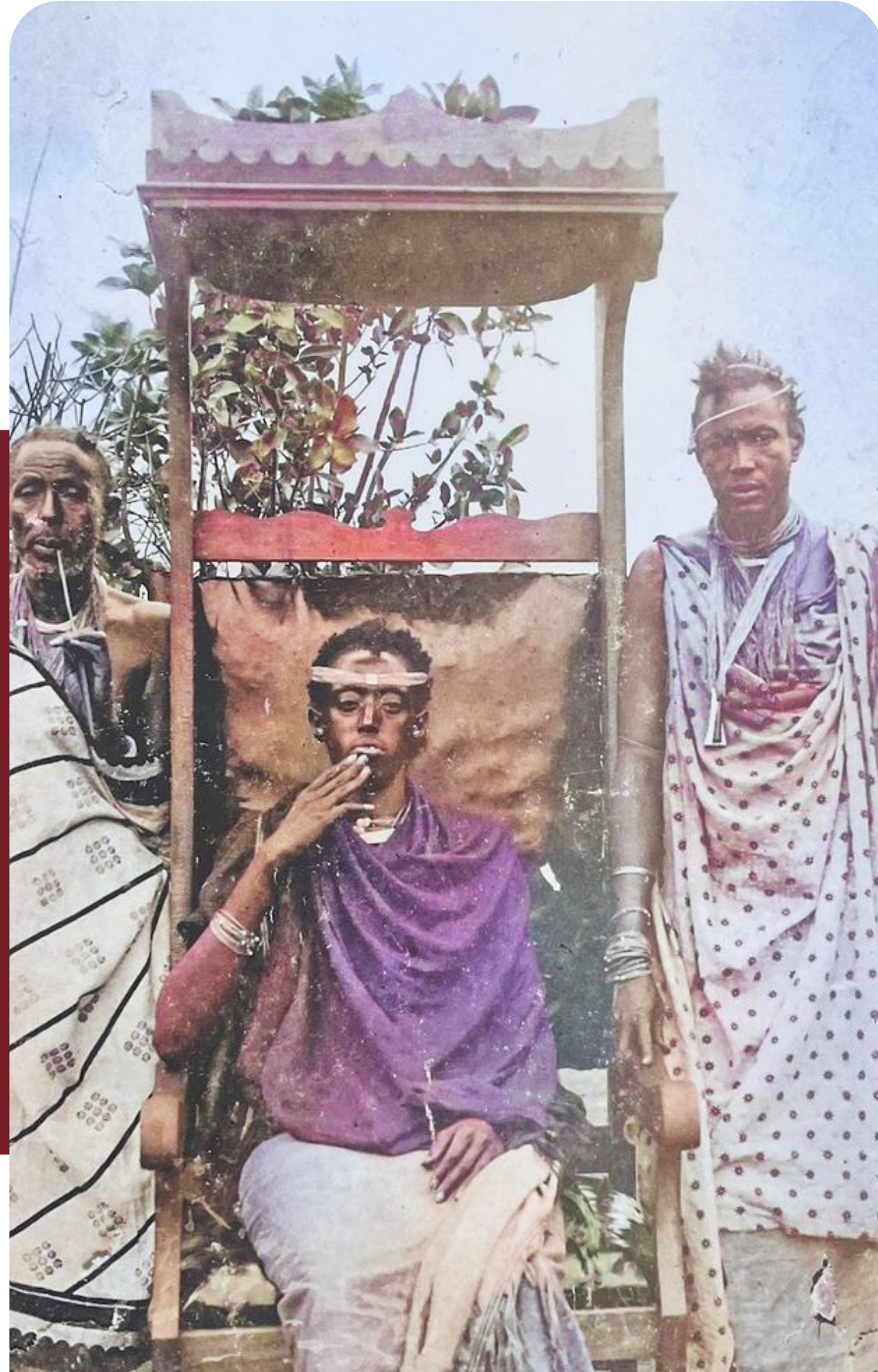
- Retail sales \$100-\$500 per month
- Custom designs and fashion events \$250
- Repair and reuse services \$35-\$100 per month
- Sewing and craft classes \$300-\$600 per month



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Fashion Museum

a visionary space where creativity, culture, and sustainability come together to celebrate African fashion and craftsmanship. This museum will showcase the richness of Rwandan and African heritage through clothing, art, and storytelling, offering a platform for local and African designers to display their work and share the origins, meanings, and inspirations behind it.



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Fashion Museum

By combining diverse cultures and histories, the museum will preserve traditional techniques while promoting innovation and sustainability in the fashion industry.

It will also serve as an educational hub for both locals and tourists, providing learning experiences about sustainable fashion, cultural identity, and the role of art in shaping communities, all while strengthening Rwanda's position as a cultural and creative destination.





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Market Opportunity

Key Opportunities

The global ethical fashion market is projected to grow to \$15.17B by 2030.

- Rising awareness of sustainability among African youth and global consumers.
- Growing demand for authentic, locally made products with global quality.

We are positioning KabeHo to lead that movement both locally and across borders.



Competition Analysis

Feature	KABEHO Designs	Local Tailors	Second-hand Market	Global Ethical Brands
Sustainability	✓	✗	✗	✓
Affordability	✓	✓ / ✗	✓	✗
Local Empowerment	✓	✓	✗	✗
Innovation & Circularity	✓	✗	✗	✓
Market Reach	✓ Local & Global	✗ Local only	✓ Local only	✓ Global





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Traction & Revenue

- **In Operation Since: November 2022**
- **Revenue Since Launch: \$50,000**
- **Revenue in 2024: \$20,000**
- **Events & Partnerships: 10+ pop up events, 500+ customers served**

Team Overview

Led by a passionate entrepreneur with experience in design, business, and community empowerment.
Team includes skilled local artisans, Environmentalist , and marketers dedicated to sustainability and innovation.



KABEHO Anne Elyse
Founder & CEO



Ryumugabe Deo
Chief Operating Officer



Ineza Denyse
Chief Financial Officer



Neema Pacifique
Head of Marketing

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Why us

Kabeho is not just a fashion brand; it's a movement that blends culture, sustainability, and economic empowerment. We are led by a passionate team of creatives and impact-driven entrepreneurs who deeply understand the power of collaboration on African fashion landscape.

We're ready to scale, with a clear model, measurable impact, and brands that resonate.



Let's make fashion sustainable together.

thank you

Join us in empowering people and protecting the planet through fashion.



kabeho_designs



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